



**GILMORE BROS.**

DRYGOODS

NOTIONS

CLOAKS

CARPETS

MEN'S FURNISHINGS

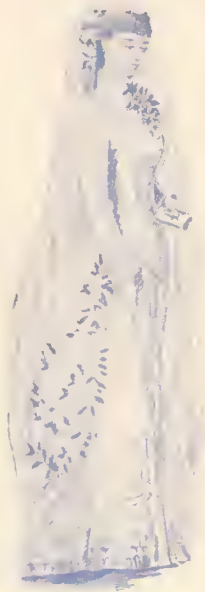
1881

1944





Hubert R. Humphrey

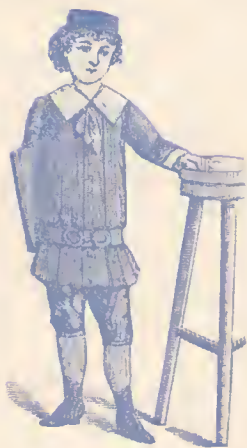


# 1881

These were the days when ladies carried parasols and wore hats lavishly bedecked with ostrich plumes, flowers and ribbons. Pure silks were plentiful . . . men wore high collars, jewel scarf pins and stiff bosom shirts . . . little girls were visions of ruffles, ribbons and embroideries . . . small boys' suits had sailor collars and knee breeches. This was 1881, the year of the founding of

## Gilmore Brothers

DRY GOODS STORE



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*THIS BOOK IS DEDICATED  
TO THE MEMORY OF . . .*

JOHN M. GILMORE

and

JAMES F. GILMORE

FOUNDERS OF THIS  
BUSINESS

*We regret that we were  
unable to obtain a photo-  
graph of John M. Gilmore.*





JAMES F. GILMORE

## A Tribute To Our Mother

We appreciate and gratefully acknowledge the time, effort and valuable assistance so freely given by Carrie Gilmore Upjohn in making this business a success.

It was her courage, faith in the future and foresight that made it possible for Gilmore Brothers to expand and build for the years to come.

STANLEY GILMORE  
DONALD GILMORE  
IRVING GILMORE

*Where there is no vision,  
the people perish.*

Proverbs xxix-18





CARRIE GILMORE

This photograph was taken in the  
early 1900's. It is the present site of  
Gilmore Brothers Department Store.





FRONT ENTRANCE OF GILMORE BROTHERS ON BURDICK STREET





28 Donegall Place

Belfast July 29 1880

This is to Certify that James Gilmore entered our employment on Dec<sup>r</sup> 16 1876 and left us to improve his health on April 17<sup>th</sup> 1880. During the time he was in our employment we had the highest opinion of his Moral Character, while we also - up found him Civil obliging and honest, a first rate stock-keeper and a good Salesman. We have pleasure in recommending him to anyone requiring the same.

For James Lindsay & Co Limited  
Alexander Martin  
(Manager)





## Book I

# *Gilmore Brothers Store from 1881 to 1944*

*Compiled by*

NELLIE M. BURLINGHAM

**G**ON August 20, in 1881, John M. Gilmore and his wife, Mary Downey Gilmore, opened a small store in Kalamazoo on the west side of South Burdick Street, in a one-story wooden structure located where the Vincent Block now stands. The capital investment was \$700.00. Rent was \$20.83 per month. Sales for the period from August 20, 1881, to January 15, 1882, were \$7,155.09.

James F. Gilmore, a brother of John Gilmore, came into the business on January 15, 1883, and a partnership was formed, James Gilmore to receive a one-

*The above photograph was the front of Gilmore Brothers Dry Goods Store 1884 on the present site of Woolworth Company.*



quarter interest in the net profits, plus board. The rent was increased to \$30.00 per month on May 15, 1883. Sales for the year 1883 were \$15,928.77.

In 1884 James F. Gilmore's interest in the business was changed to a one-third interest in the net profits, less 6% on amount loaned him to make one-third of the stock, and less \$4.50 per week for board. The sales for the year 1884 were \$22,012.88.

In the latter part of November 1884 the business was enlarged and moved from the west side of South Burdick Street to the east side, to a store in the Upjohn Block, which stood where the Woolworth Building is now located. The rent was \$50.00 per month. In December 1886 the rent was advanced to \$75.00 per month and in December 1889 to \$110.00 per month. Although the records are incomplete, it would seem that about 1886 more space was added by connecting with a small building formerly used by the Upjohn Company for the making of pills, and later a second story over the rear of the store was opened. A Ready-to-Wear and a Carpet Department were installed.

In 1887, a new arrangement was entered into whereby James Gilmore would have a half interest, and John Gilmore would withdraw capital from the firm occasionally, as it could be spared, until both interests were equal. Mrs. Carrie M. Gilmore, at this time, put a \$1,000 into the business. That same year a cash system was put in at a cost of \$120.00. The taxes for the year were \$109.08. The sales for 1887 were \$39,800.91.

In 1890 a shed was rented from D. B. Merrill at a yearly rental of \$15.00, to house the delivery wagon and horse.

Rent of the store was increased to \$115.00 per month in 1893. In November of that year a Barr Cash Carrier was installed at a cost of \$104.00.

John M. Gilmore passed away on June 14, 1895. He was born in Killyleagh, County Down, Ireland, in 1852 and came to Michigan in 1881. His wife, Mary Downey Gilmore, preceded him in death, on June 9, 1891. They left four children, Ada, Jennie, Margie, and Robert, all living at the present time.

Sometime during 1895 or 1896, on account of the crowded condition of the store, the rear half of a store adjoining on the south was acquired and the partition removed. The front half of this store was then occupied by the Vorenkamp Sisters as a millinery shop.

On April 1, 1898, an agreement was entered into with D. B. Merrill whereby the store would purchase for the sum of \$10,000 the undivided one-half of a parcel of land, north of and directly adjoining the Upjohn Block, together with a right of way of an alley 100 feet east of South Burdick Street and running north across the land of W. G. Dewing to Exchange Alley.

The agreement further called for the erection of a brick block extending from South Burdick St. to Farmers Avenue, to be started not later than March 1, 1899, the building to be suitable for the carrying on of a general store and merchandise business, to cost approximately \$10,000.00, of which sum each party would contribute one-half. In the event the said store building, including store fixtures, heating and plumbing, should cost more than \$10,000.00, then Gilmore Brothers were to supply the excess and such excess would be the sole property of Gilmore Brothers. Gil-





North Aisle, Main Floor.  
Gilmore Brothers, Kalamazoo, Mich.

more Brothers further agreed to pay D. B. Merrill an annual rental of \$1,250.00, on his interest in the property. Gilmore Brothers' interest in the property then amounted to \$21,607.40 and \$7,653.66 for furniture and fixtures.

The business moved into the new store the latter part of 1899. There was then a wide central stairway about half way back in the store leading to the second floor. In 1902 an elevator with a copper cab was installed on the north side of the store near the shoe department and the office, and the stairway was moved to the same side.

The sales for 1899 were \$154,614.

At this time the fiscal year was changed. February 1 was to be the beginning date instead of January 15. A shoe department was installed and John R. Moore hired to manage it. In 1917 Mr. Moore was advanced from

buyer of the Shoe Department to Assistant Sales Manager and Assistant Merchandise Manager. This position he held until he passed away in July of 1938.

Corl Knott & Co. of Grand Rapids leased space on the second floor at the front for a millinery store. This lease was terminated January 1917 and a new lease entered into with the Gueda Birt Millinery Co., which ran until January 31, 1927. From February 1, 1927, until June 30, 1928, Gilmore Brothers conducted a millinery department of its own with Sadie Green in charge. On July 1, 1928, the Goldstein Millinery Co. was given a lease which is still in force.

About 1904 Madame Doyle was granted space on the second floor of the store for a dressmaking shop and she was in charge of this shop until her death in 1912. Jean Keefe and Ida





*FARMER'S SHEDS as They Appeared in 1884. The Site Is The Present Gilmore Brothers' Auto Park.*

The "sheds" were a clearing house for butter and eggs, a meeting place for farmers, a spot where they could find a "hitch". 10c was the charge. The building in the right foreground had rooms upstairs for farmers who had to stay all night, a restaurant and a women's waiting room. Barrels of crackers were always open in the store and farmers "crunched" them . . . while they sat and talked.

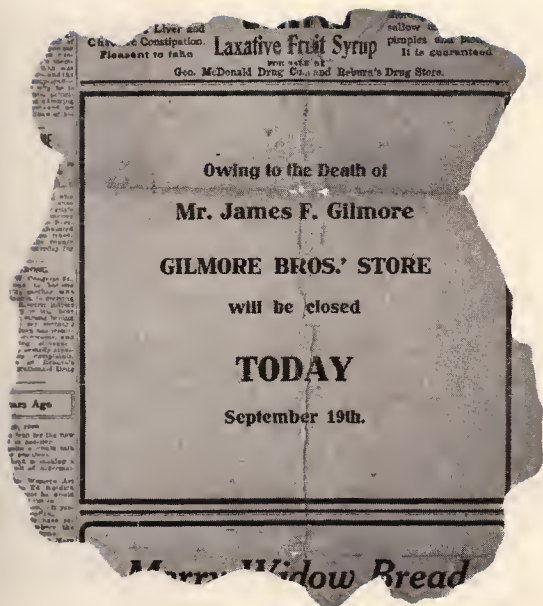
Baldwin then took it over. Ida Baldwin left a year or so later and Jean Keefe carried on until 1919 when the shop was closed. Sometime in 1923 Madam Zaza was permitted to open a shop in the front of the building on the second floor. She left the latter part of 1924 and Nola Zada Snyder assumed the management and continued with the shop until October 1930 when she closed it and moved to California.

In June 1904 a piece of property on the east side of Farmers Avenue, south

of the Gleason property, was purchased from Fred A. Taylor. The barn on this land was used for housing the delivery wagons and the horses.

On May 23, 1905, an agreement was entered into with the Estate of D. B. Merrill to purchase the Estate's interest in the property occupied by Gilmore Brothers, for \$22,000.00. Of this purchase price, \$15,000.00 was paid prior to 1911 and the balance of \$7,000.00 was assumed (in 1911) by Mrs. James F. Gilmore for the benefit of the firm. All of the expense of the transaction





The above is a reproduction of the original announcement which appeared in the Kalamazoo Gazette, September 19, 1908.

The following is the text of the article which appeared in the above newspaper:

## JAMES F. GILMORE DEAD IN HIS PRIME

Successful and Highly Esteemed Merchant  
of Kalamazoo Passes Away

### BUSINESS MAN OF HIGH ORDER

Head of Firm of Gilmore Brothers and for  
Twenty-five Years an Honored Citizen  
— Tributes from Pastor and  
Leading Citizens

James F. Gilmore died early yesterday at his home on Academy street after an illness of several months.

Mr. Gilmore was for nearly 25 years a member of the firm of Gilmore Brothers and was regarded as one of the most substantial and successful citizens of Kalamazoo. After the death of his brother, John M. Gilmore, several years ago he became the sole director of the business. He was a man of quiet energy and great force.

Mr. Gilmore was born in County Down, Ireland, February 27, 1857, being the son of Samuel and Hane Gilmore. He commenced his business career at the age of 17 and was employed in Belfast for four years. He arrived in this country in 1880 and in 1882 he came to Kalamazoo, where his brother, John, had started a small store near the location of the Gilmore store of today. The business gradually grew to large

proportions and the firm attained high standing in the merchandise world.

In 1886 he was married to Miss Carrie Sherwood of Galesburg. Mrs. Gilmore and three sons—Stanley, Donald and Irving—survive. There also survive a brother, Robert, and three sisters, Mary, Jane and Margaret.

Mr. Gilmore was long a member of the First Congregational Church and was trustee and chairman of the finance committee. He was a modest man and was given to charitable works without ostentation.

Besides the business of the large store, Mr. Gilmore was interested in several institutions in the city. He was director of the Michigan National Bank, Kind Paper Company, Fidelity Building and Loan Company, and Kalamazoo Trust Company.

Funeral services will be held at the residence, Academy street, Sunday afternoon at 3:30. The Rev. Howard Murry Jones of Kalamazoo and the Rev. R. W. McLaughlin of Grand Rapids will officiate. Interment in Mountain Home cemetery will be private.

was paid by the firm, and Mrs. Gilmore was given 70 shares of the unissued capital stock to be held by her until the debt was fully paid and discharged. This debt was cancelled in July of 1916 and the shares placed back in the treasury.

James F. Gilmore passed away on September 18, 1908. He was born in Killyleagh, County Down, Ireland, on February 27, 1857, and came to Michigan in 1882, marrying Carrie M. Sherwood on July 20, 1886. He left three sons, James Stanley, Donald Sherwood, and Irving Samuel, all now living in Kalamazoo.

On the death of James F. Gilmore in 1908, Charles W. Carpenter, who came to Gilmore Brothers on September 15, 1902, became General Manager and continued in that capacity until his retirement in 1923 on account of ill health. Sales in 1908 were \$458,703.

On September 19, 1909, James Stanley Gilmore, about nineteen years of age, the eldest son of James F. Gilmore, started work with Gilmore Brothers after having spent ten months as salesman in the basement shoe department of the Marshall Field Store in Chicago at a wage of \$10.00 a week.





*View from Farmer's Avenue of the store under construction.*

It was in 1909 that Gilmore Brothers again felt the need of more space to take care of their rapidly increasing business and a building program was accordingly set up.

The business now consisted of the estates of the two brothers, John M. and James F. Gilmore. This made it difficult to handle so on August 10, 1910, a corporation was formed under the laws of the State of Michigan with a capitalization of \$400,000.00, par value \$100.00 per share with \$300,000.00 paid in as follows: Cash \$4,523.56; Stock \$200,000.00; Furniture and Fixtures \$40,000.00; and Store Building and Barn \$45,476.44.

The first officers of Gilmore Brothers were Carrie M. Gilmore, President; Charles S. Campbell, Vice-President; and Nellie M. Burlingham, Secretary and Treasurer. Mrs. Gilmore represented the heirs of the James F. Gilmore Estate and Mr. Campbell the John M. Gilmore heirs. As Miss Burlingham had been with the firm since

April 3, 1893, she was selected as the third member of the firm.

At a meeting of the Board of Directors on September 8, 1910, Marion Carder was appointed Assistant Treasurer, which position she held until her retirement. She was in the employ of Gilmore Brothers from May 4, 1901, to July 1, 1929.

Following Miss Carder, Laura Campbell was appointed Assistant Treasurer, holding this office until her death in the summer of 1930. On July 27, 1935, Laura Schilling was appointed cashier with authority to sign checks, which position she still occupies.

Shortly before his death in 1908, James F. Gilmore began negotiations for the purchase of what was known as the Witwer & Cobb properties, facing on Exchange Place, Farmers Ave., and located in the rear of the McDonald & Ritchie Buildings. Mrs. Carrie M. Gilmore completed the transaction in 1909. In May of 1911 she sold this property to Gilmore Brothers for 350 shares of stock value at \$35,000.00. At this time 399 shares of stock were given to the John M. Gilmore heirs to cancel notes of \$39,900.00 which they held against the firm.

In May 1911 a bonded indebtedness of \$125,000.00 was created through the Michigan Trust Company of Grand Rapids, Michigan, to provide part of the cost of the improvements, betterments and additions which had been made and were being made to the store, plant and premises. A six-story building was being erected on the land purchased from Mrs. Gilmore, and four stories were being added to the original building. The Michigan Trust Company was very reluctant to handle this matter as the business was being oper-



ated by women, and was also heavily in debt to the three Kalamazoo banks, The Kalamazoo National, City National, and the First National. The building, when completed, represented an outlay of \$295,228.57.

Fischer's Music Department was opened on the third floor at the front in July 1911. They occupied the space until January 1917. The Fischer Brothers also conducted an orchestra which played at the St. Louis World's Fair, then played a trip around the world on the Cunard liner, the *Berengaria*. They gained fame as a dance orchestra and are now playing on the air.

The entire fourth floor was rented in September 1911 to the Quality House, a furniture store. Later the name was changed to E. L. Yapple. He stayed until August 1922. Leath & Co. rented the space from September 1922 to March 1937. Since that date Gilmore Brothers have occupied the space, using it for toys, house wares and furniture.

Space on the third floor was leased to Burley-Tyrrell Co. for a gift shop in November 1911. The lease was terminated May 31, 1916.

About 1913 or 1914 the first billing machines were installed in the office.

On March 3, 1913, J. Stanley Gilmore was made a member of the Board of Directors. The following year, on April 24, Gilmore Brothers placed \$30,000.00 of corporation life insurance on the life of J. Stanley Gilmore, the firm to be the beneficiary and to pay the premium until such beneficiary should be changed. On March 8, 1915, J. Stanley Gilmore was made Assistant Merchandise Manager at a salary of \$25.00 a week. On February 1, 1917, he was made Sales Manager. March 16, 1920, he was made Vice-President

and on January 26, 1931, he became President, which office he still holds.

On October 1, 1916, the heirs of the James F. Gilmore estate purchased from the John M. Gilmore heirs for \$150,000.00 their interest in the business. Four days later the Board of Directors recommended that inasmuch as the ownership of the business was in the hands of the James F. Gilmore Estate, the balance of stock still unissued, amounting to 251 shares, be issued to the estate, thus completing the authorized issue of \$400,000.00.

Mrs. Carrie M. Gilmore, the mother of J. Stanley, Donald S., and Irving S. Gilmore, was married to Dr. W. E. Upjohn, President of The Upjohn Company, on October 25, 1913. On October 5, 1916, Dr. W. E. Upjohn was elected to fill a vacancy on the Board of Directors of Gilmore Brothers.

Donald S. Gilmore, the second son of James F. Gilmore, became identified with Gilmore Brothers on October 9, 1916, at the age of about twenty-one, and remained active with the business until September 8, 1930, when he left to accept a position with the Upjohn Company, of which Dr. W. E. Upjohn was President. Donald S. Gilmore was elected a member of the Board of Directors of Gilmore Brothers on December 21, 1917. He was appointed Secretary on November 20, 1920, to fill the vacancy created by the resignation of Nellie M. Burlingham. He resigned as Secretary on September 15, 1930, being on the same date elected a Vice-President, which office he still holds.

James Stanley Gilmore was married to Ruth McNair on November 1, 1916. They have two children, a daughter, Gail Ruth Gilmore, now Mrs. Glen C.





*J. Stanley, Donald S., and Irving S. Gilmore.*

Smith, and a son, James Stanley Gilmore, Jr.

Donald S. Gilmore was married to Genevieve Upjohn on December 16, 1916. They have three children, Carol Gilmore, now Mrs. Robert Boudeman; Jane Gilmore, now Mrs. Howard Maloney; and Martha Gilmore.

In January 1917 Helen Downey opened what was called the Downey Beauty Parlor on the 5th floor. In April of that year Ray Ellis opened a Children's Barber Shop on the same floor. In 1918 the Beauty Parlor and Barber Shop were moved to the second floor. Miss Downey's lease terminated in December 1927 and Mr. Ellis's lease in March 1928. At this time a new lease was entered into with Frankle & Smith for a beauty parlor, which lasted until April 1933. This space is still used for a Beauty Parlor owned and operated by Gilmore Brothers.

There was a shoe shining stand in the store from about 1916 to 1942.

Belle Smith Conrad operated a small sheet music department on the third floor from December 1919 to September 1920.

In the winter of 1919-20 a National Cash Register OK System for the OK-ing of charges was installed and in 1922 the old Lamson Cash System was replaced by National Cash Registers.

A public Tea Room was opened in March 1925 and was continued until 1928, including an employees' cafeteria (March 1921 to September 30, 1925). The space was then rented to Mrs. Anna B. Chick who operated a Tea Room until April 1938, when it was taken over by Gilmore Brothers.

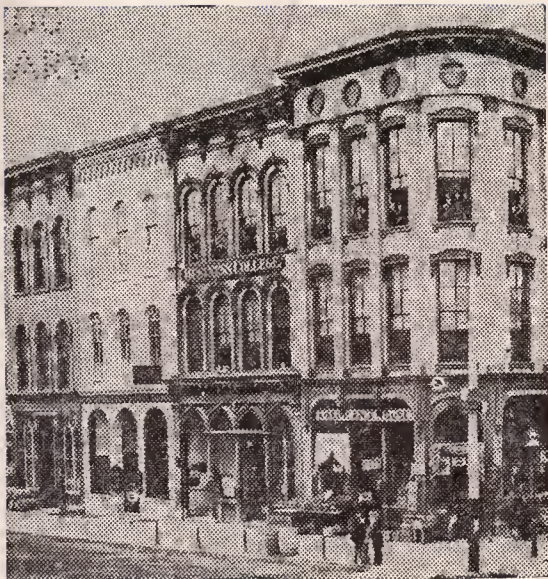
C. B. Conklin, a chiropodist, rented space for an office on the first floor in the northwest corner of the new building in October 1922 and continued business at that location until December 1929.

Irving S. Gilmore, third son of James F. Gilmore, was made a member of the Board of Directors in January 1924. On the 19th of September, 1924, at the age of about twenty-three, he became actively engaged in the business. On December 15, 1931, he was appoint-



*A means of transportation Donald S. Gilmore found appealing while vacationing in California, 1919.*





*Michigan National Bank was located in the third building from the corner on Michigan Avenue. The corner is the present site of the First National Bank.*

ed resident agent and a notice of the appointment was sent to the Secretary of State. He succeeded Donald S. Gilmore as Secretary on September 15, 1930, and became a Vice-President on April 19, 1937. He is holding both of these positions at the present time, also having served in World War II from August 1942 to May 1944 when he was retired on the reserve list.

On May 21, 1924, the Board of Directors entered into an agreement with the First National Bank of Kalamazoo to create a bond issue of \$175,000.00, to be dated July 1, 1924, and to be non-callable for the first five years. These bonds were numbered consecutively from 1 to 175, all to be of the denomination of \$1,000.00. There was \$40,000.00 of the old bond issue, made through the Michigan Trust Company in May 1911, still unpaid, and to protect the payment of this \$40,000.00 the First National Bank

was instructed to withhold from sale a like amount of the new issue. \$10,000.00 of the old bond issue matured May 15, 1925, and \$30,000.00 on May 15, 1926. The new issue of bonds was for the financing of improvements in the store, including a new elevator, new fixtures for the Ritchie Building, a new stairway, new fixtures for the main floor, improving the window space, taking up the balance of the old bond issue, and the reduction of the current bank loans.

Also, in 1924, a new arcade front was built, providing larger and more effective window space.

On July 1, 1924, Gilmore Brothers leased from George Ritchie, a building on the east side of South Burdick Street at Exchange Place, to be used as a Men's Store. This lease is still in force. The improvements to the building amounted to about \$2,000.00 and the fixtures installed about \$12,000.00.

F. J. Wescott leased the umbrella department in April 1925 and this lease is still in force.

From July 1925 to April 1930, Mr. A. E. Thomas handled a Hoover Suction Sweeper Department in the store.

On July 15, 1925, Gilmore Brothers purchased for \$30,800.00, the property on the east side of Farmers Ave. and on the north side of East South Street, formerly owned by the Young Women's Christian Association and the War Veterans Memorial Building. The value of this land has been further increased to \$32,137.60 through the paving and lighting on Farmers Avenue, less the sale of 25 feet to the City of Kalamazoo for the widening of Farmers Avenue.

On July 27, 1925, Gilmore Brothers purchased, from Maude M. Clark, the



property known as the Farmers Sheds, located on the east side of Farmers Avenue and directly in the rear of the Gilmore Brothers store, for the sum of \$110,000.00. This land decreased in value to \$100,837.22, through the sale of 25 feet to the City of Kalamazoo, less the expense of paving and lighting.

These two pieces of property were connected by a right of way across the Gleason property until 1937. In July of that year the Gleason property was purchased by Gilmore Brothers for \$65,000.00. This piece of land also decreased in value, to \$57,961.22, through the sale of 25 feet to the City for the widening of Farmers Avenue, less the expense of paving and lighting.

The above three pieces of property now constitute Gilmore Brothers Auto Park.

In February 1926 Adolph Roth Co. leased space for a Wall Paper Department. In February 1933 this lease was taken over by Frank Peake but was discontinued in December of the same year.

From May 1926 to September 1934 the Cushman Co. operated a basement shoe department. From October 1934 to August 1940 this department was operated by the Nobil Shoe Company, being discontinued in 1940.

The store operated a basement grocery department from June 1926 to February 1940.

In September 1926 Gilmore Brothers rented the Colfax Building in Benton Harbor from M. W. Stock for a period of five years at an annual rental of \$9,000.00, with the option of another five years at an annual rental of



*The Auto Park in 1944. Top center is the American National Bank. Top left is the Farmer's Avenue side of Gilmore Brothers store.*





*Gilmore Brothers Department Store, Benton Harbor, Michigan, about 1927.*

\$12,000.00. A general dry goods department store was opened and continued until July 31, 1931, closing at the end of the five year period. The fixtures were sold to A. K. Frandsen.

From 1928 to 1933 S. Abo Samre, a dealer in Oriental Rugs, came to the store each fall to put on a sale, Gilmore Brothers receiving a commission on all rugs sold.

In July 1928 a Ready-to-Wear store was opened in Battle Creek, Michigan, in the Regent Theatre Building located on the north side of West Michigan Avenue. It was discontinued in November 1930.

In April 1929 the main office of Gilmore Brothers, which was located in the northeast corner of the new building on the 5th floor, was moved to the front on the same floor, and a new Tea Room with new equipment was opened in the space where the office had been.

Two new elevators were purchased in 1929 and were installed on the south

side of the building with the elevator which had been purchased in 1924. The old elevator was sold to the Columbia Hotel. The stairway was removed and replaced with a new fireproof one.

In 1930 the heating system was changed over and connected up with the Consumers Power Company steam heat, and the boilers were dismantled.

The Wheelan Studios leased space on the first floor for a photographic studio in May 1931. This lease is still in force.

On July 1, 1931, the \$80,000.00 balance of the last bond issue was called and paid in full.

The National Shoe Service leased space in the basement for a shoe repair shop from September 1931 to July 1940.

In the spring of 1934 a new Terrazzo floor was laid in the basement and all new fixtures installed. Later in the same year a new Terrazzo floor was laid on the main floor and some new fixtures



purchased. These two floors, together with the fixtures, represented an outlay of about \$45,000.00.

During the year of 1941 there were 151,000 packages delivered to customers in contrast to the capacity loads of one-horse-drawn wagon in 1890.

Buying offices are now maintained in New York, Chicago, St. Louis, and Los Angeles.

Gilmore Brothers opened an account with the National City Bank of New York in 1914, and this connection is still maintained. The firm also maintains connections with two local banks, the First National Bank & Trust Company, and the American National Bank of Kalamazoo.

The store furnishes Group Life Insurance and Hospitalization Insurance to all of its employees.

At this time the minimum wage is \$21.00 per week. There are about 400 full time and part time employees, in-

cluding the officers. The payroll for the year from October 1, 1943, to October 1, 1944, was \$512,847.94.

Present store hours are from 9:30 to 5:30.

Each year some improvements are made through the relocation of departments, the installing of new fixtures, etc.

In the last appraisal made during the latter part of 1943 the replacement value of building and fixtures was \$1,092,831.46 and the sound or depreciated value was \$747,347.47.

The present officers of Gilmore Brothers, Inc., are—

J. Stanley Gilmore, President

C. Gilmore Upjohn, Vice-President

Donald S. Gilmore, Vice-President

Irving S. Gilmore, Vice-President and Secretary

Nellie M. Burlingham, Treasurer



*The Furniture Department, fourth floor, about 1929.*





*This is one of the first automobiles in Kalamazoo. It was owned by Dr. William E. Upjohn. June 1900 he had this picture taken on the road to Vicksburg by A. U. Campbell.*









## Book II

# *The Importance of Fabrics in the Department Store of 1905*

*By*

JOSEPH TERBECK

**D**URING the early part of the present century, a department store was rated largely by its piece goods department. This was considered the backbone of every successful department store. All fabrics in those days were kept on shelves and many were wrapped in papers to keep them from being soiled. Few were displayed. Salesmen sold the fabrics from behind the counter, showing the pieces individually.

Gilmore Brothers had just such a department, extending from the main entrance along the south side or wall, all the way to the rear door, which was ap-





*Ribbons and trimmings were important to the fashions of the early 1900's. Yard goods were sold over the counter usually by men.*

proximately 235 feet. It was the outstanding piece goods department in the State of Michigan at that time.

Just inside the main entrance to the right, or south, the silks were housed and displayed—all silks, if you please—no rayons or synthetics. Most of the silks were 17-inch widths, retailed up to \$1.25 per yard, and as many as 18 yards were sold for a gown.

Next came the woolens, for the most part plain staple weaves, such as serges, henriettas, broadcloths, cashmeres, and tricollettes; very few plaids, stripes or fancies were ever shown, and widths varied from 36 to 54 inches.

Then the lining department, with weaves and finishes long forgotten, such as spun glass, Samson twills, etc. Each dress length sold required its complement of linings and stiffenings, such as

crinolines, buckram, or haircloth, which amounted to quite a figure in the cost of a garment. Skirts, being ankle length, always needed five to seven yards of braid for protection at the hem to resist wear.

About halfway down the south wall of the store were the fine white goods, of which there were many weaves and finishes. Many are now forgotten, such as pearline, India linen, Swiss mull, and others which have no place in the wardrobe of the modern miss.

Next came the wash goods section with its huge, bi-annual stocks of fine imported and domestic gingham, tissues, mercerized cottons, such as poplins and reps. Tremendous stocks of percales and calicos were always on hand; these were ready sellers but all lacked the high styling found in pres-



ent-day percales now usually called eighty square prints, and no calicos are offered by any of the mills at this time. The dress patterns in those days required 15 to 17 yards of calico, which was about 25 inches wide, and about 8 yards of percale, which was one yard wide.

Near the rear entrance were the domestics, such as outing flannels (plain and fancy), flannelette (printed), muslins (bleached and unbleached), and sheetings. At least fifty percent of the housewives bought sheeting and made their own sheets and pillow cases.

Last in line, near the rear door opening onto Farmers Avenue, stood a large table displaying ready made sheets and cases.

Twice a year tremendous white goods sales were conducted. Muslins and sheetings (often called "factory") were used as leaders and priced low without regard to mark-up. Customers bought these items by the bolt for a season's supply. Also, during these twice-yearly sales, a 10% discount was applicable to the stock in this department and throughout the entire store. During the months of January and July the store was thronged with eager buy-

ers availing themselves of this unusual buying opportunity.

Huge purchases of silks, cottons, woolens, and domestics were made in February, March and April for July delivery, and in September, October and November for January delivery. These shipments, as they arrived in July and January, were stored or warehoused in the basement until the time of being placed on sale August 1st and February 1st, which in those days were the official opening dates of the new season. Advertising in connection with these events informed the customers when the new materials would be shown. Each season was opened with the mass showing of hundreds of bolts of new materials, including such brand names as Toile do Nord, Imperial Chambray, Gaze Marvel, Galatea, Amoskeag, M. F. C. and A. F. C., which were well known then but are now completely off the market and forgotten.

#### THE DRESSMAKING ERA

No department store with an outstanding piece goods section was complete without a dressmaking department, and a fashionable modiste in attendance in the early 1900's. Such a department was added to the new store about 1904 with Madame Doyle in charge. It was located on the second floor at about the same location of the present stairway, and did a flourishing business through the style inspirations of this modiste.

Madame Doyle made periodical trips to the New York market and on one or two occasions visited the style salons of London and Paris. She always brought back exclusive models and a wealth of style information, which were applied in exclusive designing.



*Smart Formal Creations.*



Most of the materials used in our dressmaking department were purchased in the store by the customer under the guidance and supervision of Madame Doyle; however, she also purchased in New York and while abroad, and carried in her department some very elegant imported fabrics in dress lengths for those who desired the unusual and something very exclusive. These patterns usually retailed at \$5.00 per yard—a very high price in those days—and were purchased by the elite only. Never was more than one length of a style or pattern purchased in an effort to avoid duplication.

The department was continued for quite a few years under the capable management of Madame Doyle. Upon her retirement, Madame Zaza was engaged to carry on. However, the Ready-to-Wear market was making steady progress in creating fashionable wearables, and through volume it was able to lower retail prices. As a natural result, the demand for piece goods and dressmaking decreased almost to the point where it became unprofitable to continue this department.

Finally, following the retirement of Madame Zaza, Mrs. Nola Zada Snyder made an effort to revive the dressmaking feature in the store but without success. The department was finally discontinued during the early '30s because of lack of interest in yardage departments and commercial dressmaking.

#### THE BASEMENT

Only a limited amount of selling was conducted in our basement. Comfortables and blankets were displayed on crude home-made fixtures such as matched lumber tables and shelving. The finest North Star and St. Mary's

blankets and Blankenburg comfortables were carried in stock and shown in these very unattractive surroundings.

Usually, before showing merchandise to a customer, lights had to be turned on and a job of dusting had to be done in order to keep from soiling the merchandise being shown. It was a hard and fast rule that everyone had to put the stock back in proper condition and turn out the lights before leaving the basement and going back to the department on the main floor.

Along the north wall of the basement was displayed the luggage, and what a department that was! Literally hundreds of suitcases practically all of one shape and size, carrying the popular price of about \$3.50. There were a few trunks in drab unattractive colors, with metal straps and clumsy locks, but the big volume of business was done on suitcases. Usually at Christmas time



*A "natty" gentleman was Cousin Oreb with handle bar moustache, high collar and ascot tie. Gilmore Brothers carried a very popular brand of fashionable collars of the day made by Corliss-Coon Co. of Troy, New York.*





*Mr. and Mrs. James F. Gilmore took a sightseeing ride while on a buying trip in New York City, early 1900's.*

the volume in this department warranted the attention of a full time salesman, but during most of the year salesmen from the men's wear section were called by a push button bell to wait on customers who happened to "drift" downstairs.

At the rear of the basement, behind a crude partition, all in-coming merchandise was checked. Practically all merchandise was received in wooden cases; fibre and corrugated containers were unknown. These wooden cases were all loaded onto a hand operated elevator in the extreme southeast corner of the building and lowered into the receiving room in the basement.

Most all merchandise was pencil-marked on pin tickets, which were placed on the articles by the salespeople.

Marking parties were staged after store hours in the evening. The time to report for evening work was 7:00 p.m. and everyone was requested to work at least until 9:00 p.m. However, very seldom was the work completed before 10:00 p.m. or later. Twenty-five cents was allowed each one for "supper" money, but it purchased as much food as seventy-five cents will today.

In the forward part of the basement were large stock rooms. This section was only partially excavated and there was very little head room. In fact, a six-footer was forced to stoop while walking. Crude, home-made stock shelving, ceiling height, and wooden boards over the bare ground, made up the aisle. Tremendous stocks of rubber



footwear, shoes (low shoes stored in winter—high shoes stored in summer), domestics, muslin and knit underwear, men's ties, shirts, suspenders, B. V. D. underwear, ribbons, embroideries, corsets, etc., were stored here until needed.

The stairway to the basement was located near the center of the store. Mr. C. W. Carpenter's desk (used mostly for advertising work) stood at the rear of this stairway. Under the stairway was a space used by the men in the store as a wardrobe, to hang coats, leave rubbers and umbrellas, etc. At this desk a number of applicants for work were interviewed and engaged. This was done many times by both Mr. J. F. Gilmore and Mr. C. W. C. In fact, your humble historian was also a victim of this ordeal.

...

## THE HUMOROUS SIDE OF THE STORE LIFE

### A FEW INSTANCES AT RANDOM

Along about 1910 Malcolm McFaul and Tom Mackey, linen and shoe salesmen respectively, were boasting about how much ice cream they could eat. Mackey claimed he could eat a quart at one sitting. McFaul promptly bet him a dollar he couldn't. Mackey immediately countered with "The best is on, McFaul. Put up your money, buy the ice cream and I'll proceed to show you I can do it."

Witnesses were soon gathered. The ice cream was purchased from the Harvey Candy Kitchen and the show was to take place in the unexcavated forward part of the basement—splendid surroundings for appetizing eating.

A watchman was stationed at the aisle leading to the stockroom to an-

nonounce the appearance of Mr. Carpenter, should he happen to come down the stairway, and the signal was given to go.

With the help of a shoe spoon, Mackey mastered the situation and ate the quart of ice cream in record time. He won his bet and walked away with the dollar.

...

A number of years back, blankets were always shipped in heavy wooden boxes made of  $\frac{7}{8}$ -inch, matched lumber, and large enough to hold about 100 pairs.

On the pretense of throwing some money into one of these cases, several of the men in the store induced Joe Small to climb into one of the boxes (which were about 5 feet high) to recover the money. This Joe did, with a broad grin, thinking of that glass of beer he could buy with the money.

But once in the box, the men hurriedly placed the cover on, nailed it down tight, and proceeded to take Joe for a ride. Imagine the lingo they heard, part of which went something like this—"Mr. Car-pen-ter — Oh! Mr. Car-pen-ter! The boys are kill-ing me — Help — Help — Help!"

The cover was finally loosened enough for Joe to extricate himself, and then everybody disappeared—fast.

Joe Small never forgot this and spoke about the incident frequently.

...

## KALAMAZOO'S FIRST DOLLAR DAY

About 1918 the Merchants' Division of the Chamber of Commerce, of which Gilmore Brothers have always been a



member, cooperated to stage the first city-wide Dollar Day. During the weeks of preparation, all merchants in the city were visited in person by members of the Merchants' Division and were asked to join in this movement. The local *Gazette* gave plenty of space to publicize the event. A Code of Ethics was written and all merchants were asked to sign and live up to it. First, it was requested that as many items as possible were to be offered at \$1.00 or in combinations of \$1.00. Also, a discount of \$1.00 was to be featured wherever possible. Special purchases were to be made by all merchants, which items would be sold for \$1.00 on this Dollar Day only.

For this event Gilmore Brothers made an extra appropriation and when the buyers were in New York it was their job to spend at least a day or two looking up special items for Dollar Day.

The Day finally arrived and with the assistance of *Gazette* publicity and a double truck advertisement, plus some overflow, the store experienced one of the busiest days in its history.

It was the custom in those days for the *Gazette* to feature a column of expressions from the various merchants on the day following such an event, such as, "Mr. Jones of J. R. Jones store said. . . ." and "Mr. Carpenter of Gilmore Brothers said. . . ." etc. Well! you can imagine what was said by all interviewed . . . . "The Greatest Sales Day in the History of Kalamazoo."

Dollar Day was continued for years but eventually the title of the day was changed to Bargain Day because it finally drifted into more of a clearance day than a sales promotion event.

. . .

## FALL AND SPRING STORE WIDE "OPENINGS"

It was the policy of the store for a long time to herald the approach of each new season with a grand store opening, either spring or fall which ever season was at hand. The night before each opening date the entire store personnel came back to work with just one thought in mind: to make the store beautiful as possible. Quite naturally each department wanted to out-do other departments.

All staple merchandise and excess stocks were removed from tables and counters and either shelved or taken to the basement, where they were stored until the day after the "opening."

The store was decorated from bow to stern for the event with the long rows of center pillars, which supported the ceiling of the main floor, wrapped in varied colored Dennison crepe paper, appropriate for the season. Lilies were usually placed in the crepe paper for the spring season, while autumn leaves and foliage were usually tucked in for the fall. Ledges and counters were be-



"Opening Day" Window Display.





*"Gilmore Week" was an annual event. Sixteen page circulars with the above heading were widely distributed.*

decked with palms and potted plants, which were secured from all of the local florists and usually all they had were used.

Each "Opening Day Eve" after the last bit of trimming was completed, and the final signal was given to "Go." Mr. Joe Small appeared on the scene with his scrub mop and pails to clean the floors. You see the floors had to be immaculate and dust-free to go along with the rest of the store. No covers were used to protect the finest merchandise in Kalamazoo, and sweeping would just raise too much dust, so the papers and boxes, etc., were picked up but all the actual cleaning was accomplished by scrubbing and mopping. This type of work was always last on the schedule for the preparations of the "Opening" day and was usually done about midnight.

Fischer's orchestra furnished the music in the morning while in the afternoon the outstanding event was the fashion show on the second floor with

a wide, long runway and Fischer's orchestra again furnishing the music.

Windows were usually beautifully decorated and also all of the counters and tables in the store were bedecked with only the season's newest and foremost creations. It was not unusual for the trimmers and some of the department managers to work until midnight and after, to make sure the store was in complete readiness for the occasion.

It was even more difficult for a customer to get waited on, during the "Opening" day, than it is during the present time. The employees all came down dressed in their finest and, frequently, wanted to be on dress-parade along with the store environment.

It was a day looked forward to by the employees, in visiting with the customers, looking around throughout the store and doing actually very little selling. These days were also looked forward to by Gilmore Brothers' clientele and, certainly, were one of the many events staged by the store that helped





*Photograph taken May 1928, Gilmore Brothers truck "fleet".*

to increase the volume of business and make the store what it is today.

Mr. James F. Gilmore, Miss Carry Armstrong, Miss Elizabeth Porter, and Madame Doyle made their New York trips four to six weeks prior to this event and the merchandise that they

purchased from the New York style centers were always highlighted on these occasions. If the merchandise arrived in the store long before "Opening" day it was often hidden away and shown for the first time on this eventful day.

...



*If You Wish to Shop by Mail, by Telephone or by Telegraph, send  
Your Order To Our Personal Shopping Service*



1881



*This Store View Taken From Our Store Door Auto Park*



1931

*Beginning Thursday October 1st.*

## GILMORE'S 50th ANNIVERSARY SALE

For months and months we have been making exceptional preparations to make this sale one that will be remembered for years. The entire resources of our store and our New York Office have been taxed to their utmost in securing desirable and wanted merchandise for you. It's going to be an important event for every person in Southwestern Michigan....because it's the greatest Gilmore merchandising event of our entire history. Practically every department in the entire store will participate....including the Main store, the Basement Store and the Men's Store.

Every piece of merchandise in the sale is **NEW**—for Fall and Winter. There is everything you can imagine for men, women, children and the home. Every article in the sale was specially purchased for this event and is priced at a truly remarkable saving to you.

In addition, this year, because of unusual conditions in the wholesale and manufacturing markets, we are able to offer you in this sale

### Important Notice!

*Watch For Our  
Announcements  
Daily!*

This Sale differs from anything ever attempted by us before from the fact alone that an envious program of events has been planned for the ENTIRE MONTH...each day will bring NEW ANNOUNCEMENTS of NEW MERCHANDISE...therefore in order for you to reap the greatest benefits from our 50th ANNIVERSARY SALE, we urge you to watch daily for our announcements.

Gilmore - quality merchandise in very many cases at the lowest prices in years.

It is to tell you in detail about some of this merchandise that we are sending you this 10 page separate section. Look it over carefully. Make a note of the items you want. Bring this newspaper with you if you wish and use it as a shopping guide. Remember the sale starts Thursday, October 1st.

# GILMORE BROTHERS

*This is the first page of a section which appeared in the Kalamazoo Gazette September 1931 to commemorate the store's 50th Anniversary.*





*"Mack," "Prince" and "Charlie" with two other horses.*

### Book III

## *Personal Experiences and Happenings from 1900 to 1944*

*By*

GEORGE M. RHODES

**W**HEN I went to work for Gilmore Brothers in February, 1900, there were only 28 other employees besides myself!

In those days we had our own dray and hauled freight from the depot every other day except in the fall and spring seasons when there was generally enough freight for a daily trip. Special trips also had to be made when the Millinery department received merchandise, which was frequently—some times a half a carload from Grand Rapids. Corl Knott was in charge of the Millinery department. There was no charging of freight then — we would call up the



freight house and ask the amount for freight charges and send a check with the drayman.

We had a horse and wagon delivery service, too. John Corstange was the first deliveryman and kept the horse and wagon at 602 Academy Street, in the rear of the home of the late Mr. Gilmore. Many times I had to go there and pitch hay—that was before the days of baled hay and straw.

Gilmore Brothers at that time consisted of the main floor, second floor and small third floor, and of course a cellar. As a customer entered the store from Burdick Street, to his right were silks, woolens, dress trimmings, cotton and washable yard goods. To the left were umbrellas, men's furnishings and ladies' lingerie. Just around the corner was the shoe department, and down the center from the front were the ribbons, jewelry, neckware, hosiery and gloves. The grand stairway, with wide steps, led up to a large landing, and from there steps went up both sides to the second floor—a large display of rugs covered the railings of the landing.



*An illustration which appeared in an early advertisement.*

Back of the stairway on the Main floor was the linen, muslin and underwear department — also the infant's wear and cotton shirtwaist department.

In the back corner was the corset department, ladies' rest room, and a very small receiving room. Under the stair landing was our candy department—chocolate creams that really were chocolate creams! At 10 cents a pound! Candy came in large wooden pails then—there was no box candy in those days. And of course the art needlework was also on the main floor.

### 500 Pairs Women's White Shoes

**\$1.50 a Pair**

White canvas, lace shoes, light rubber soles, medium high covered heel with rubber lift. An ideal summer shoe; sold the world over for \$3. All sizes and widths.



**Boys' Shoes ....\$2.23**

Pair Oxfords FREE.

Boys' all leather button shoes, sizes 1 to 6. Combination of one pair shoes at \$2.23 and one pair Tennis Oxfords FREE.

120 pairs women's boudoir and house slippers in cretonne and colored satins; wonderful bargain, pair ..... **69c**

*Shoe advertisement which appeared in 1908.*

On the second floor were carpets, rugs, draperies, ready-to wear and millinery departments.

In those days, merchandise was checked and nearly all of it marked in its own department — some was not marked at all. One person did the buying for all silks, woolens, wash goods and domestic linens—another for dress trimmings, notions, art embroidery, ribbon and neckwear. John R. Moore was the shoe buyer.

The basement of that day was a "cellar" with dirt floor and a few boards for walks. Stored there were a few things like hosiery, underwear and cottons. We also had a store room on the third floor. It was a room in the back as the front was used as a carpet work room, and later became the ready-to-wear alteration room. Before we had an alteration room, all customers went





*This is a Cadillac 1909 model with four cylinder motor. Seated at the right hand drive is Donald Gilmore, Mrs. Gilmore at his left and Irving Gilmore in the foreground.*

to the third floor of the Upjohn building for alterations. No elevator!

Farmers Avenue, then called Farmers Alley, was paved with wooden blocks, and there was a walk about two feet above the pavement along the back of the store. At that time the front and rear of the store were the same size.

Store hours, in the good old days, were from 7:00 a.m. till 6:00 p.m. and on Saturday, until 10:00 p.m.

As today, there were always a few customers who stayed until closing time. Our little Rest Room was quite a meeting place, for some of the "better class of farmers" on Saturday night. At ten o'clock the men would drive up

in fine carriages, drawn by beautiful horses, to pick up their wives. I remember the Den Bleykers, east of town, and the Vanderbilts of Portage Center. They made the greatest impression on me, because of their beautiful horses.

The southeast corner of the building had a well for a future elevator. We pulled all the carpet, rugs and linoleum up to the second floor with a pulley and rope. We had very few rugs, at that time—nearly everything was carpet.

We did not have a janitor. All the male employees stayed after six, to sweep. Nor did we have a fireman—so in the winter everyone had a hand in shoveling coal in the boiler. We had



steam sometimes and sometimes we did not. Whenever someone said he was cold, some other person would go down and throw some coal in the boiler. And then, before very long, we would have too much steam and the safety valve would blow off, and some one would rush down and open the boiler door. We were always cautioned about keeping enough water in the boiler, consequently someone would go downstairs and thinking there was not enough water in the boiler, would turn it on and forget to turn it off—the resulting overflow would put the fire out.

Mr. Gilmore did not approve of the “ideal” way we were running the heating plant and remarked several times that if the boys were not careful, the thing would blow up. But it never did! After several years of this kind of furnace tending, Tony Raunneker was hired as fireman. Tony, at that time, was janitor of the Upjohn Block.

Miss Burlingham, or Nellie, as every one called her, and Miss Agnes Gilliss, made change, did all the bookkeeping

and paid the bills—in fact did all the office work. Mr. Jim Gilmore had his desk in this little 2x4 office.

There were also telephone operators. Everyone was called by his given name.

People weren't any different than now and a certain amount of good natured practical joking went on—I still remember one time when Agnes, expecting to find nothing but money in the cash box, reached in without looking and pulled out a mouse. The resulting screams filled the whole store!

The Underwoods had a very fine restaurant two doors north of the store. We had a door out of the cellar leading to their back door and used to give them all of our collar boxes and underwear boxes in exchange for cookies and cakes.

After a few years the grand stairway was torn out and our first passenger elevator was installed in the location of the present stairs to the basement. The stairs to the second floor went up on the north side of the building where the toilet goods department is located now. Up a few steps, on the landing, our book department was located.

Remember the O! so naughty book, “Three Weeks”? It would be tame today but Mrs. Gilmore told Carrie Armstrong to burn every one of them. I, personally, was appointed for the task of burning them and Carrie went with me to make sure I did not keep one. I had already read the book and it was very conservative in comparison with some of the books of today.

One of our first expansions was the renting of the second floor of the Farm Implements store, which we later purchased.

About 1905, the late Mr. C. W. Carpenter came to assist Mr. Gilmore in the managing of the store.



*Every lady had to own a boa.*



When the cellar was partly finished and a floor put in, everyone said, "What a place, but what will they do with all the space." Mr. Gilmore and Carrie Armstrong went to New York for the purpose of making special purchases for the basement. Only a part of the cellar had been remodeled and the front part was only partially excavated.

Our first receiving and marking room was in the east end of the basement—only a small space, and no elevator. Boxes were taken down by means of a pulley and rope and small articles were carried down a narrow stairway. A few years later, we had our first freight elevator.

Our freight elevator would not take sixteen-foot cases so we had a block and tackle arranged in the stairway well attached to two large planks. The stairway I refer to had a center opening from the basement to the sixth floor. One time we had a sixteen-foot case to move from the basement to the fifth floor and just as the case reached the fifth floor the plank broke and down it went to the basement. I am afraid that it was in much different condition than when it left the basement the first time!

No regulations existed on how high or low merchandise could be marked. An item for \$1.00 could be retailed for \$2.50.

The store was like one big family. We had parties in summer and in winter we had sleigh rides. I remember one in Plainwell at the home of Miss Parr's uncle. We arrived home at 8:00 a.m.—store opened at 7:30 a.m. Mr. Carpenter was there to greet us. There were only a few people to open the store and he expressed his disapproval. I also remember the parties at Mary O'Brien's with chicken sandwiches and

oyster stew! If we did not turn the house inside out Mary's mother did not think we were having a good time. I can recall hearing Charley Gray reciting his popular piece, "Blackening the Baby,"—Jim Gilmore heard it so many times, he could imitate Charley to perfection.

In the good old days we had canary birds in gilded cages on the first floor; but everyone tired of the singing and finally one night one of the birds had a piece of chewing gum or something else caught in its vocal cord. Poor bird, no more singing! Clive Smith and Malcolm McFaul were always up to something. Mac was a cousin of John Moore. Joe Small was our first janitor.

As stated before, our store hours were from 7:00 a.m. to 6:00 p.m., and 10:00 p.m. on Saturdays. Gradual changes reduced Saturday night closing hours from 10:00 to 9:30, then to 9:00, later to 8:30, and finally to 5:30 p.m. as it is today. Morning opening hours were changed from 7:30 to 8:00, to 9:00 and then to 9:30. However, the first of December the store stayed open until 9:00 p.m. to accommodate Christmas shoppers.

When the new building was under construction there were times when we thought we would freeze—we had gas stream radiators but too frequently not enough steam to keep them warm. During this period of construction a big iron girder slipped after it had reached the sixth floor and crashed all the way down to the basement, landing on top of the new freight elevator machinery smashing it to bits. Fortunately no one was hurt.

We did not use all of the floors after the first part was completed so we rent-



ed the fourth floor to Cohn & Yapple, who installed a very high class furniture department.

The fifth floor was used by a few of us at first for roller skating. On the sixth floor was our stock room which could handle almost the output of a factory. I can remember the late George Taggart Moore saying, when Heisy glassware first came in, "Did Marie buy the output of Heisy's?"

In the early days we did not have a ready-to-wear department as we have today, but our dressmaker's parlor made dresses for the best people in town. I might say here, also, that only cheap hats were trimmed—all the good hats were made to order. At Easter time we all had to stay at the store until midnight so the hats could be delivered,

a task that frequently fell to me. I had to stay to lock up the store and also opened it in the morning.

I remember calling Miss Gutchess, head of our millinery department, an "old hen." Maude Baden, now Joe Ter Beck's wife, overhearing me, lost no time in getting to Miss Gutchess, telling her that I called her an old hen. Miss Gutchess made better time in getting to Mr. Gilmore and in only a very few minutes I was called on the carpet. When Mr. Gilmore got through talking, I said I wouldn't call her an "old hen" any more even if she was one.

As I mentioned before, the early life of the store was like one big family. We had parties with the boys entertaining the girls and vice versa.



*Photograph taken atop the new building on Farmer's Avenue during construction about 1911.*





*View from Farmer's Avenue of the new six story building which was erected in 1911.*

When the delivery was expanded, we rented a large barn on Farmers Alley just off East South Street for our two delivery wagons. There was also the family carriage which Mrs. Gilmore drove herself and now and then Joe Small would drive for her.

On the second floor, in the present ready-to-wear department, we had a large light wall which was used to drape large and small rugs. One night when we were sweeping the ready-to-wear someone had the bright idea of putting one of the dummies on the table and putting a lace curtain over it. The rest of the dummies we dressed in mourning for the dead by putting black skirts on the heads for mourning veils.

Saturday nights people were always leaving packages with food in them on the counters, so after the store closed we would all gather around and eat the food the customers had left, usually consisting of cookies, cake or cheese. Sometimes, after we had eaten, the customers would pound on the door stating that cake or cookies had been left on the counter—but, no one had seen the package! If it happened to be cheese that was left we would go over to the Farmer Shed Grocery store and buy crackers to go with it. The Farmer Shed Grocery was located in the northwest corner of the present Auto Park, just back of the Bell Shoe House.





*Note the full petticoats and the "mother hubbards" in the above photograph taken about 1912.*

When Mr. Belcher had charge of the dress goods department he always had a lot of bent pins on the lapel of his coat, and a rubber band in his hand. When some of our customers came in with dogs, the rubber band and bent pin went into play! The dogs would yelp but no one knew the reason why—Mr. Gilmore tried to find out but failed to do so.

On hot summer days we would have lemonade. Mr. Gilmore supervised the making of it in a tin pail with a tin dipper. Some of us are alive today, others are not, but I doubt if the cause of any deaths were due to everyone drinking from the same dipper.

On Presidential elections we had wonderful torchlight parades and they were some sight! I would like to see one now. We would all go and sit on the ledge of the second floor—Mr. Gilmore was always there and afterwards

he would take us over to some eating place for oyster stew.

The present Auto Park was a high-class beer garden run by a German society. It later became the Farmer Sheds. In the good old days everyone rode bicycles so we rented a shed for our "bikes." After a few years we had more bikes, so the store rented two sheds—an opening was cut so we could enter from the alley instead of going around as we did before.

Buying was entirely different than it is now with not so many different styles of underwear. We would buy a case of one number. There were many two-piece garments, very few union suits and a great many red flannels. The ladies wore more clothes in those days, including two or three petticoats which were yards around the bottom. Almost all of the yard goods came in yard folds and we had to wind them on





*An exclusive window display of "latest" Paris Fashions.*

boards. A few people wore low shoes in the summer but everyone wore high ones in the winter. Calico was five cents a yard; percale was twelve and a half cents a yard, fine gingham was twelve and a half cents and French gingham was twenty-five cents. The one dollar gingham of today does not compare in quality with the twenty-five cent gingham of those days.

When they wanted us to work at night, they came around and told us so the same day—they didn't ask us a week in advance! We received twenty-five cents for supper but could get a

banquet then compared with what you get today for the same amount of money. A favorite place to buy sandwiches was the Hub Restaurant—you could get a hot roast beef sandwich for five cents and it wasn't cut like tissue paper either. If you wanted two cups of coffee they were two for five cents. The Hub, incidentally, had the best coffee in town.

I remember the time when we were all working in the basement one night and the fire alarm sounded. We ran in every direction and finally located the fire on the sixth floor in the northwest





*Rug and Carpet Department about 1929.*

corner in the room where the furniture was unpacked. We had received card tables and the varnish wasn't dry on them; oiled paper had been placed between the tables which caused combustion and started the fire. No serious damage, but lots of excitement.

I remember Joe Small used to go over to the Goddie Phillips Saloon and get beer in tin pails or "growlers" as we called them in those days. One night, just before Christmas, the store was full of customers and Joe previously had been over to Goddie Phillips'—all of a sudden, out went the lights! Joe had pulled the switch, not knowing what he was doing but in due time the switch was turned on and poor Joe was found

under one of the counters in the basement. When we had an electrical storm the lights would go out—however we had a few gas lights on the main floor only. That was the time the shoplifters would get busy.

Mr. Donald Gilmore, D. Jones, and the sheriff, and I went to Plainwell on one occasion when someone in the store had caught a shoplifter. We went through their house and you can't imagine all the silk hosiery (real silk, too) and other things we found. Even bolts of silk. On the way back Mr. Jones asked Donald and myself to the Park Club for lunch. Donald whispered to me, "Have you ever eaten here?" I said, "No." That was my first and last time at the Park Club.



In the early days extreme modesty was the fashion! I remember the picture "September Morn" which was on display in the window of the Gary Art Store across the street from the store. I don't remember whether it was a chilly morning or not, but it was in the window for only a very short time before being put under cover by order of the Police Department. The women's club of the city would not stand for anything as immoral as the picture being shown in public. The Police Department was located across from the store.

One very busy Saturday afternoon a woman wearing dark glasses and carrying a baby in her arms, got off the elevator on the fourth floor, which was the



*"Prompt to the Rescue" Fire Department Building in South Burdick Street, which served as a city hall from 1867 until 1925, when city offices were moved to the old Milham and Orcutt residences. This old building, now the J. C. Penney store, housed the police and fire departments as well as city offices.*

furniture department. The woman wanted a baby cab, and as all the clerks were apparently busy, decided to wait on herself. After looking around she put the baby in the best cab on the floor and decided to leave. She started down a narrow aisle, running against some very fine furniture, so Mr. Yaple, the owner of the furniture department, moved some of the pieces so she could get out conveniently to go down the stairs. Mr. Yaple helped her down to the third floor, then called one of the janitors to help her the rest of the way. At night, when they were checking sales, Mr. Yaple called Ed. Vandenberg, one of the salesmen, and asked him where the ticket was for the baby cab. Ed. said he did not sell one, and upon asking other sales people about the cab, they all said they thought Mr. Yaple had sold it as he was helping her get it out of the department.

Our dollar days were always busy, and usually resulted in some funny happenings. In Miss Schneider's department we had lamps, which I remember were very fine, for one dollar. Two customers almost came to blows over one of them with one customer having the base and the other having the shade. Neither one would give up her half and Miss Schneider was unsuccessful as peace maker and finally called in John Moore to settle the trouble. No amount of reasoning would console the two customers until Mr. Moore suggested they match a coin to see who would get the other half of the lamp. This they did, but the one who lost was most unhappy.

Another dollar day in the shoe department two customers started an argument. One had the left shoe and one had the right shoe. Everyone was





looking for the missing shoe when suddenly someone discovered that both customers were trying on the same pair. Neither one of the customers would give up the shoe that she had, even when the clerk suggested they match coins to settle the matter. Finally after the two had stayed quite awhile one of the customers took off the shoe she had and threw it at the other person.

On a Good Friday, early in March, around noon time, we had a very hard wind with rain and snow turning into a sleet storm. Fine Easter displays were in the front windows. A great gush of wind came with such terrific force against the windows that it blew them in, resulting in the shattered glass cutting the suits and coats. One could not

have done a better job with a knife. The force of the wind going up the stairway also blew out great panes of glass in the skylight so we put a large rug across the stairway on the sixth floor to stop the wind. The first rug we put on the stair blew up toward the ceiling and we had quite a time in getting it back across the opening.

Today as in days gone by the customers want to have sale merchandise held out of stock. One customer was in the furniture department the day before a scheduled sale and asked Mr. Yaple to hold out a Mahogany Tea Table, which was marked down to a dollar—an unusual special! He informed her that he could not do that, whereupon the next morning, the day of the sale, this customer was the first one in the store. She did not even wait for the elevator but instead ran all the way up to the fourth floor. She managed to put her hand on the table but was so out of breath from running that she could not talk. Mr. Yaple let her have the table!

When the customers stayed long after six o'clock, the lights would go out. The switch was on the third floor, back and it was the only way you could get some customers out of the store at closing time. I had to stay and lock the door so you can be sure I was anxious to have the switch pulled.





### *In Appreciation . . .*

The contents of this book were written by Miss Nellie M. Burlingham, George M. Rhodes and Joseph E. Ter Beck.

Miss Burlingham, Treasurer of the Company, has been with this store continuously for fifty-one (51) years; George Rhodes, Shipping Room Manager — forty-four (44) years; and Joseph Ter Beck, Merchandise Manager — thirty-nine (39) years.

All three of the "Old Guard" are still active and on the job every day. This store's growth is due in no small way to their faithful services rendered and we take this opportunity to thank them for all they have done to assist in the development of a Dry Goods Store into a modern Department Store.

GILMORE BROTHERS

December 15, 1944







# The Future of the Retail Store

Article written by James F. Gilmore for the *Dry Goods Reporter*, January 2, 1904

My belief regarding the successful store of to-day and to-morrow is that it will be larger in number of departments as well as larger in the departments themselves. My belief is in the lines carried in the old general store, excepting groceries. I favor the dry goods store with all kindred lines that it is possible for it to carry. By kindred lines I mean millinery, ladies' and children's shoes, furnishing specialties, carpets, upholstery and draperies.

There are other department specialties which may be very consistently carried by the big store. There are certain big stores in the city which are practically on a smaller scale in the towns of fewer inhabitants. I believe that towns of 30,000 inhabitants and upwards will allow the operation of modern department store conducted with just as much enterprise as any department store in the country.

These large stores show a tendency to incorporation, for as a general thing they require a number of men to manage the different departments. For myself I favor the partnership, as this keeps the business intact in one's own family better than incorporation. There is usually one man in every store who controls the business. To him belongs the right to hold the reins of his business tightly.

A partnership company is better to do this, according to my way of thinking. However, I believe all three styles of ownership will be employed in the future as have been in the past—namely: individual ownership, partnership and incorporation, with the latter growing more and more in favor.

I do not favor co-operation, as I consider it is not practical. Syndicate buying is and is not advantageous. There

are some advantages to the individual merchant which individual buying does not possess, but the disadvantages practically outnumber the advantages.

In Lowell carpets I find that I am able to get just as low prices as though I were connected with a syndicate. The difficulty in syndicate buying is that a merchant must accept merchandise that he does not want, both as to quantity and style. Much of the same objection to syndicate buying may be charged against this individual ownership of a series of stores.

I believe a successful big store must have the undivided attention of the men most directly interested in it. It may be possible to organize a number of stores under one ownership and conduct them successfully, but the idea has not been believed conclusively as yet.

As the stores grow larger the number of stores will not be so many. There will not be the opportunities for a number of merchants to realize a satisfactory margin of profits as there have been in the past.

## BIG STORES TO HAVE MAIL ORDER DEPARTMENT

Besides the individual local store increasing in volume of sales there will be the increased sales of mail order business. I believe the local mail order business will be developed by the big local store. Many stores are already conducting these mail order departments with a fair success.

If the catalogue houses can get the assistance of the government they will realize an enormous increase in volume of sales. Whether we get parcels post depends entirely upon the administration at Washington. We have precedents



in England and Germany. I hope that we will not have parcels post for fifteen years as they have it in England. Of course it will be an advantage for the retail merchant in view of the fact that he could receive small parcels from his wholesale houses.

If a lady came in and asked for a pair of kid gloves and we did not have them in stock we could get them much more quickly by parcels post than we can to-day by express, but the fact remains that the catalogue house could do the same with our trade, so that the disadvantage would be greater than the advantage. In other words, parcels post would be good for the retailer, but much better for the retail catalogue houses.

Cities of 10,000 inhabitants and upwards will be benefited by trolley cars. Indeed, already towns under 10,000 have suffered severe loss where trolley cars have been introduced. Our own town has experienced benefits from the introduction of trolley cars and my observation has been that the small towns in the territories immediately tributary to our own town have suffered severely by the introduction of trolley cars.

The innovation of rural mail works exactly the same way. It is easier for us to reach our farmers by means of rural mail, but it is also easier for the retail catalogue houses to reach them; so that the idea works both ways. There is a certain civic pride with all people and they will trade at the nearest town. We are getting trade from a radius of twenty-five miles. People who live in towns of a couple of thousand inhabitants seem to enjoy visiting a town of 25,000 inhabitants to do their shopping. The facilities of quick transportation afforded by electric cars and especially good steam service assist the big store therefore in drawing trade as never before.

#### TOO MUCH RED TAPE NOT DESIRED

The successful store of the future will be organized more carefully than is the old store. This is imperative. Nevertheless I believe that too much "red tape"

is not desirable in stores situated in small cities. Where the system is too elaborate the cost in matters of delay is considerable. The matter of losses from overmeasurement and carelessness on the part of help is a subject that has been studied carefully by me and rather than putting in a wrapping department I have engaged choicer help. I carefully estimate that the loss from overmeasurement and carelessness on the part of cheap help was so many thousand dollars.

Rather than go to the expense of an elaborate check system I have endeavored to secure a staff of sales people than which it is difficult to find a better in the country.

My salespeople are confined largely to departments and when a clerk in one department has finished attending to the wants of her customer she conducts the customer to another department and is carefully instructed to transfer a customer to a first class clerk in that department. This clerk takes the checks and transfer slip. When a customer has purchased all that she desires the last clerk checks up the purchase. This method does not allow the customer to do any shopping unless she is in the hands of one of the clerks, and that always one of the best in the department.

If the merchandise is to be delivered we have one boy who gets all the duplicate checks going to the office. The clerks have been carefully instructed not to wrap any packages until the checks and the change is returned from the office. Upon this rule we are very emphatic. If the clerk is ever negligent in this duty the next clerk must report that clerk to our office.

#### TEN SEPARATE DEPARTMENTS

We have an entirely satisfactory office system. Individual accounts for ten different departments are kept. We know very accurately what each department is doing.

I might say that if any department is unsatisfactory it is the dress making department. We had the dress making





*Street Fairs were an important event about 1895. Each place of business was represented with a booth in front of the store and special wares were displayed. A "mid-way" with entertainment was furnished for the visitors to downtown Kalamazoo.*



*This is an exclusive window display about 1920. The location is the present site of Gilmore Brothers store. The hats were lavish . . . and the gowns were draped creations of fine taffeta, velvet and silk.*



TELEGRAPH, TUESDAY EVENING, JULY 18, 1893.

GILMORE  
& BROS.

JULY SALE

—OF—

Muslin Underwear

We have been making preparations for the past week receiving and marking goods for the greatest sale of Muslin underwear that has ever taken place in this city.

Our 25c Counter

Is Loaded with Bargains

Consisting of

NIGHT GOWNS,

With tucks and ruffles, all sizes.

DRAWERS,

With one row of embroidery and tucks.

SKIRTS,

With tucks and ruffles, full width.

CHEMISE,

Made of good cotton, trimmed with lace and embroidery.

CORSET COVERS,

Trimmed with embroidery, square neck.

CORSET COVERS,

Trimmed with lace, V shaped neck.

Our 50c Counter

Is Pilled Up With Aston-  
ishing Bargains.

NIGHT GOWNS,

Trimmed with embroidery, well made and good quality of cotton.

DRAWERS,

Made of fruit-of-the-loom cotton tucked, hemstitched and embroidered.

CORSET COVERS,

Made of cambric and fine cotton trimmed with lace and fine embroidery, with square and V shaped necks.

SKIRTS,

Trimmed with embroidery and tucked, made of good cotton and full width. These goods can be had in any length.

All Finer Goods  
Marked Down.

NIGHT GOWNS, that sell for \$1.25....	\$1.00
" " " " " "	1.00.... 85c
" " " " " "	90c.... 79c
" " " " " "	85c.... 72c
" " " " " "	75c.... 62c
" " " " " "	65c.... 50c

A lot of Corset Covers 12 $\frac{1}{2}$ c.

Children's Drawers all sizes 15c.

Children's Slips 25 Cents.

In addition with this sale we will close out all our Ladies' summer waists in silk, lawns and satins.

GILMORE BROS.



department introduced because some of the better trade complained because they had difficulty in getting satisfactory service in town. While the dress making department to us is not necessary, yet the help to our regular dress goods department is considerable. We are exerting ourselves to perfect our store management, as nearly as possibly making it a machine. I believe a merchant does not do his store any considerable good by meeting customers.

We have accommodation accounts for some of our trade and when a customer comes in and asks for accommodation in a matter of credit the clerk immediately and without questions makes the check requesting credit and sends it to the office. This matter is then referred to me in the office and I pass it either favorably or adversely. If I do not care to open an account with this customer the clerk is notified from the office. We seek to decline the account without giving offense.

Another system of our store is in the matter of taking goods out on approval. When we do not care to open an account we enclose a slip reading: "Please remember that these goods are not sold to you; they are subject to your approval, and must be returned or paid for within three days." The other slip reads the same, with the following addition: "No new accounts will be opened. Our terms are cash."

In the large cities the big store has become largely a business of merchandising with the personality of the individual largely lost sight of. I am not in position to pass on the advisability of this practice of the large cities, but in towns of a few inhabitants, as ours, I do not approve of it.

There is one feature regarding the practice of a merchant meeting customers which can not be lost sight of in smaller towns. The proprietor of the large store is in direct competition with the proprietor of the smaller store who meets his trade, so that the department store proprietor in the small town is al-

most under obligation to do what the proprietor of the small store—namely, meet his trade—but he should avoid it whenever possible without offending the trade.

The subject of clerks starting in business with the competition of capital is somewhat difficult to answer. There is nothing like a broad general merchandise experience if the clerk desires to start in business. I had six years' experience in Belfast, Ireland, and two and one-half years' experience in New York City. This experience has been of great help to me in the development of my store.

#### MORE GOODS AT HOME

I prefer to order my merchandise in our own store. I believe three-fourths of our orders are placed right in our own store. This is necessary because the agents of mills are calling on us more than formerly and it is a fact that the orders of most factories are received before the goods are made. That is one reason that a merchant must order more of his goods in his own store, and furthermore it is not desirable for a merchant to take all his buyers to market, as his sales of the departments in a department store such as ours are not great enough to justify it.

The merchant himself finds it difficult to keep thoroughly posted on what the several departments of his store need. I aim to be in position so that I can brighten up each department when I am in market, but the general buying for the department I do not aim to do except with the assistance of a department buyer.

The manufacturer is seeking the trade of the retailer more than he ever did before. I do not carry any more than I must the trade marked goods of the manufacturer. The manufacturer enjoys having a leading merchant in the town add a stock of his trade marked goods. When he succeeds in doing this he has the retail merchant in his hands and at a distinct advantage. For example, if I put in a \$2,000 stock of some trade



marked article of merchandise I must maintain a complete stock of these goods. If I show a disinclination to order every time the agent comes around, which he thinks I should, he holds a club over me by stating that if I do not there are other merchants in town who will take the stock.

I prefer to put in such merchandise as I choose, fixing my own prices and keeping such a stock as I desire. I have always declined to allow a manufacturer to add a line of goods to my stock and then have his agents distribute samples to my customers around town.

CONSIGNMENT, YES; RENTING SPACE,  
YES AND NO

It may surprise some merchants that I do heartily endorse placing a line of merchandise in my store on consignment. For example, I carry a line of corsets this way and am able to report that it is very satisfactory, even more so than when I purchase goods outright. We are able to exchange the bad selling numbers for sellers, so that the stock is in excellent condition as regards those numbers for which the trade calls. Furthermore it is a distinct opportunity to the manufacturer for the reason that he knows this way whether certain numbers and styles are selling.

There is one department which we sublet. It is that of our millinery stock. We have an exceptionally expert lady in charge and the method of subletting in this department has been entirely satisfactory. There may be other lines that would not be so profitable to us. For example, our dress making department is one that has earned anything but large profits. We added this department because certain of our trade explained that it was impossible for them to have their garments made in town.

I have somewhat radical views regarding store decorations. For example, I do not believe in the professional window trimmer for such stores as ours at least. I believe that as a general thing the professional window trimmer is

shiftless and becomes pretty close to being a loafer.

ORIGINAL IDEA ABOUT WINDOW TRIMMING

I used to be a window trimmer myself, though not a professional. When I was in the employ of Simpson, Crawford & Simpson of New York City I did considerable trimming for them. I believe it is a difficult matter for the average professional trimmer to know what lines of merchandise should be exhibited. At least he can not know as well as the men in the individual departments. I believe the regular window trimmer is an extra expense which may be avoided by most merchants.

I have been told that there are few stores more attractively decorated than ours. Our practice is different in that each department cares for its own trimming. The department head is instructed either to attend to the trimming himself or to delegate this work to someone in his department. It is his duty to see that it is done.

I have found this method of decorating the store more effective than to engage a window trimmer. Besides displaying the goods more attractively and effectively, fewer goods are damaged. The average window trimmer studies the display of goods, not the sale of goods.

In three ways therefore my method, I feel, is helpful to the store:

First, the merchandise that should be sold is more effectively displayed; second, fewer goods are soiled; third, the expense of a professional trimmer is avoided.

The subject of an advertising man is also one of concern to the proprietor of the big store in the small town. We have a manager for our store who is superintendent of the help under myself. This gentleman looks after all the advertising of the store also. For one hour each morning he is in the store and does nothing during that hour but prepare the advertisements for the store that day.

This gentleman is in touch with all departments and department managers



of the entire store, so that he is better prepared to write our advertisements than any one else in the store. I think I am consistent when I explain that the same method is practiced in the preparation of our advertisements as in the store decoration.

#### ADVOCATES HALF HOLIDAY

There is one method which I would like to see adopted throughout the entire country and that is in the matter of a half holiday. Our town has some factories which pay Saturday, thus making it impossible for us to do other than keep open both Saturday afternoon and evening.

If our factories would pay Friday we would gladly keep our store open Friday evening and then we would close Saturday noon, giving our employees Saturday afternoon for a holiday.

It would not be difficult to inform the farmers of this plan and I am confident they would make it a point to get to town Saturday morning and I am sure the trade of the week would be distributed more evenly throughout the week.

We have attempted, during the summer months at least, to have a half holiday Friday afternoon. This is not so satisfactory as though we had Saturday afternoon for a half holiday.

JAMES GILMORE



*Scene on South Burdick Street about 1900.*





*Street scene in the Gay Nineties.*



*Rose Street from Main showing street cars in 1889 drawn by horses.*





*South side of Main Street west of Burdick about 1880.*



*Carriage and Wagon Shop, northwest corner Main and Park in 1885.*



## Service Record

. . . indicating how many employees and how long they have been associated with Gilmore Brothers. All are still active in the business.

### 51 YEARS

Miss Nellie Burlingham

### 40 TO 50 YEARS

Mr. George Rhodes  
Miss Mary O'Brien  
Miss Jennie DeLieu

### 35 TO 40 YEARS

Mr. Joseph Ter Beck

### 30 TO 35 YEARS

Mr. Alfred Eagelton  
Miss Margaret Walton  
Miss Delia Kronemeyer

### 25 TO 30 YEARS

Mr. Percy Gray  
Mrs. Meda Fitzgerald  
Mrs. Bessie Laing  
Miss Gwenna Allen  
Mr. Henry Rix  
Miss Louise Schneider  
Mr. Harold Luce  
Mrs. Caroline Scott  
Mr. Isdell Lyster

### 20 TO 25 YEARS

Mr. William Miller  
Mr. Charles McDaniels  
Mrs. Carrie Thompson  
Miss Bernadine Lynch  
Mr. T. D. Crandall  
Mrs. Ethel Schrier  
Miss Grace Roberts  
Mrs. Laura Rineholt Clark  
Mr. Clair McDougal  
Mr. Clyde Walker  
Mrs. Grace Laing  
Mrs. Alice Hampton

Miss Marie Corstange  
Miss Laura Schilling  
Mr. Embree Thezelius  
Mrs. Mina Hardy

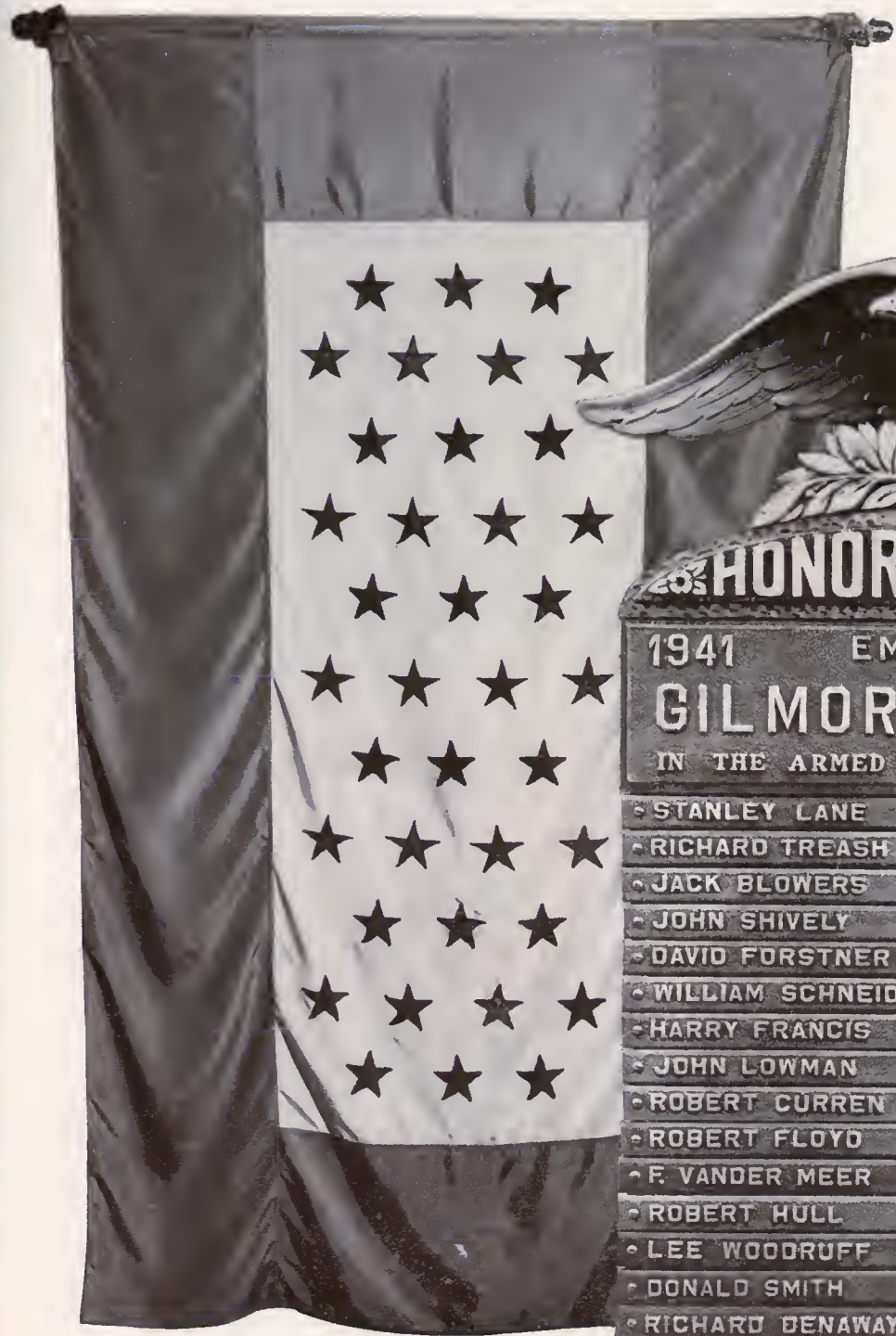
### 15 TO 20 YEARS

Mrs. Minnette Ferguson  
Miss Grace Boers  
Mrs. Ava Howe  
Miss Mary Fleckenstein  
Mrs. Mildred Beach  
Mrs. Elsie Murphy  
Miss Lucille Winterburn  
Mr. R. Mott Daniels  
Mr. Jesse Allender  
Miss Winifred McLaughlin  
Mrs. Henrietta Williamson  
Mrs. Sophia Nyberg  
Mr. Floyd Haines (In Service)  
Miss Marie Manchester  
Mrs. Lulu Chamberlain  
Mrs. Charlotte Oliver  
Mr. Ralph Grubius  
Mr. Andrew Patrick  
Mrs. Mae Plotts  
Mrs. Sadie Greene

### 10 TO 15 YEARS

Mr. Kenneth Hunt  
(In Service)  
Mrs. Clara Cheslek  
Mrs. Doris Genau  
Mrs. Edith Miller  
Mrs. Sage  
Mrs. Camp  
Mr. Engle  
Mrs. Helen Decker  
Mr. Platt  
Mr. Ellis  
Mrs. Brunsting  
Mrs. Valetta Stimson  
Mr. Taft





## HONOR ROLL

1941 EMPLOYEES OF 194  
**GILMORE BROTHERS**  
IN THE ARMED SERVICE OF OUR COUNTRY

• STANLEY LANE	• TED CORSETTE
• RICHARD TREASH	• FLOYD HAINES
• JACK BLOWERS	• WALKER MENNE
• JOHN SHIVELY	• GORDON GRAHAM
• DAVID FORSTNER	• DONALD WHITE
• WILLIAM SCHNEIDER	• HAROLD WOLBERS
• HARRY FRANCIS	• NORMAN KRUSE
• JOHN LOWMAN	• ELLIOTT DE MEYER
• ROBERT CURREN	• IRVING GILMORE
• ROBERT FLOYD	• HAROLD VAN HOE
• F. VANDER MEER	• JOHN STAMM
• ROBERT HULL	• WILLIAM HALNON
• LEE WOODRUFF	• CARROLL FARRER
• DONALD SMITH	• JOHN SHIRLEY
• RICHARD DENAWAY	• GICKMAN KAUSRUD
• DONALD STEARNS	• MARY SHEDORE
• HOWARD GRUM	• RONALD CHASE
• FRANCIS HEATHCOTE	• JAY PARKS
• CECIL DAM	• ROBERT NEWMAN
• ERWIN SLITER	• WILBUR STEINKE
• JACK WOODS	• PHILLIP JAKEWAY
• RICHARD LAMKIN	• GORDON KRIEKARD
• MERRILL BRINK	• GLENN SPARKS
• ROBERT JOHNSON	• KENNETH HUNT
• KENNETH MC NALLY	• CHARLES PERKEY
• BARBARA MAAT	• DEAN MEYERS
• LLOYD WEBERG	• PETER BROWNELL






*Photograph showing Christmas shoppers in glove and book sections with Farmer's Avenue entrance in background, December 9, 1944.*



*Photograph taken Saturday, December 9, 1944, showing view from Farmer's Avenue through to Burdick Street entrance.*





**FOR 63 YEARS!**

. . . contrary to the trend of the times,  
the sole ownership of this business still  
remains in the family.

## **Time Marches On**

**1881**

**GILMORE BROS.  
DRY GOODS STORE**

**1944**

**GILMORE BROTHERS  
DEPARTMENT STORE**



CENTRAL OVERSIZE-H  
0202402584033  
H 658.871 G488  
Gilmore Bros. :

*Sales*  
*since the organization of*  
*Gilmore Bros.*  
*in*  
*1881*



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